# J4804/7804 Convergence Reporting – Fall 2015

Welcome to your first newsroom experience in the Missouri School of Journalism's Convergence emphasis area. We hope and expect you will rise to the unique challenge of helping report stories for the school's principal media: the Missourian, KBIA, KOMU and their respective Web sites.

You will be assigned randomly to work in teams and each of you will bring different skills and interests to the teams. You will be asked to stretch by assuming roles outside your comfort zone or skill level as the semester progresses.

The focus of this course is reporting. Reporting includes critical thinking, imagination, and the ability to research, write, and create artwork, still photos, video and audio. Depending on the nature of each assignment, some stories will appear in all media, others may appear in only a few or one of them.

The convergence feature stories you work on will have one thing in common: they won't typically involve breaking, spot news. Those will be the purview of newspaper and radio/TV news students working regular, daily shifts at the Missourian, KBIA and KOMU. As a convergence reporter you will produce feature stories, in-depth pieces and other special reports in cooperation with the newsrooms. However, you'll need to be flexible.

## Prerequisites

Undergraduates: Multimedia Journalism (J-2150)
Graduates: Fundamentals of TV, Radio and Photojournalism (J-7802)

## Class Schedule

*This course is three credit hours.*
Course meets MWF from 8:00 – 8:50 a.m. in the Fall and Spring and MTuWTh from 8:00-8:50 a.m. in the summer.

## Faculty Members

Amy Simons, Rm. 001E, RJI, simonsa@missouri.edu
Judd Slivka, Rm. 001D, RJI, slivkaj@missouri.edu
Mark Hinojosa, Rm. 001C, RJI, hinojosam@missouri.edu
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Rachel Wise, Rm. 001A RJI, wiser@missouri.edu

## Other Faculty Members

Stacey Woelfel, Director, Murray Center for Documentary Journalism; 243 Walter Williams, WoelfelS@missouri.edu
Tom Warhover, Exec. Editor, Missourian, 882-5734, WarhoverT@missouri.edu
Jeanne Abbott, Managing Editor, Missourian, 882-5741 Abbottjm@missouri.edu
Ryan Famuliner, News Director, KBIA-FM, 882-3431, FamulinerR@missouri.edu
Randy Reeves, News Director, KOMU-TV, 884-NEWS, ReevesR@missouri.edu
Jeimmie Nevalga, Supervising Editor, KOMU-TV, 884-NEWS, NevalgaJ@missouri.edu
Annie Hammock, New Media Direcor, KOMU-TV, 884-News, HammockL@missouri.edu

## Teaching Assistants

Madi Alexander (Missourian), mla8nc@missouri.edu (Fall/Spring only)
Katy Mersmann (Missourian), kmmyb5@mail.missouri.edu (Fall/Spring only)
Lauren Slome (KOMU), lesh3d@mail.missouri.edu
Beatriz Costa-Lima (Futures Lab), brc3nc@mail.missouri.edu

Teaching assistants will staff the Futures Lab during Camp Convergence (August 24-September 10) to provide assistance to students in their assignments during the following hours:
Sunday:
Monday:
Tuesday:
Wednesday:
Thursday:

## Recommended Viewing

The Last Lecture – Achieving Your Childhood Dreams – Randy Pausch
Shift Happens – 4.0

Check the course schedule often. Links to occasional online readings will appear there.

You are expected to keep up with news from the print, online and on-air services of the Missourian, KOMU, KBIA and their local competitors. Class discussions will sometimes focus on that coverage.

## Class Policies, Procedures and Grading

**Professional Values and Competencies:**
The Accrediting Council on Education in Journalism and Mass Communications requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:
• understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
• demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
• demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
• understand concepts and apply theories in the use and presentation of images and information;
• demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
• think critically, creatively and independently;
• write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
• critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
• apply basic numerical and statistical concepts;
• apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

**Code of Ethics**
The role of a journalist is to tell the truth, act independently and minimize harm. As such, journalism

students are expected to read and comply with with the highest ethical standards. Though various codes have slight differences – you will find they are all based in the same values. Please review the codes for the following news organizations: Society of Professional Journalists, Radio, Television, Digital News Association and National Press Photographers Association.

As a convergence student, you are held to a strict standard of being able to adapt to different newsroom environments and learning the policies of that work environment.

If you ever have a question about an ethical standard, get in touch with your faculty editor as soon as possible.

SPJ Code of Ethics
RTDNA Code of Ethics
NPPA Code of Ethics

**Academic Honesty**
Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.

Academic misconduct includes but is not limited to the following:
Use of materials from another author without citation or attribution.
Use of verbatim materials from another author without citation or attribution.
Extensive use of materials from past assignments without permission of your instructor.
Extensive use of materials from assignments in other classes without permission of your instructor.
Fabricating information in news or feature stories, whether for publication or not.
Fabricating sources in news or feature stories, whether for publication or not.
Fabricating quotes in news or feature stories, whether for publication or not.
Lack of full disclosure or permission from editors when controversial reportorial techniques, such as going undercover to get news, are used.

**Classroom Misconduct**
When in doubt about plagiarism, paraphrasing, quoting or collaboration, consult with your instructor. For closed-book exams and exercises, academic misconduct includes conferring with other class members, copying or reading someone else's test and using notes and materials without prior permission of the instructor. For open-book exams and exercises, academic misconduct includes copying or reading someone else's work.

Classroom misconduct includes forgery of class attendance; obstruction or disruption of teaching, including late arrival or early departure; failure to turn off cellular telephones leading to disruption of teaching; playing games or surfing the Internet on laptop computers unless instructed to do so; physical abuse or safety threats; theft; property damage; disruptive, lewd or obscene conduct; abuse of computer time; repeated failure to attend class when attendance is required; and repeated failure to participate or respond in class when class participation is required.

*IMPORTANT: Entering a classroom late or leaving a classroom before the end of the period can be extremely disruptive behavior.*

Students are asked to arrive for class on time and to avoid early departures. This is particularly true of large lectures, where late arrivals and early departures can be most disruptive. Instructors have the right to deny students access to the classroom if they arrive late and have the right to dismiss a student from the class for early departures that result in disruptions.

Under MU policy, your instructor has the right to ask for your removal from the course for misconduct, disruptive behavior or excessive absences. The instructor then has the right to issue a grade of withdraw, withdraw failing or F. The instructor alone is responsible for assigning the grade in such circumstances.

**A Special Note about Web Access in Class**
The above language regarding classroom misconduct stems from discussions between MU Faculty Council and the Provost's Office. While Convergence Journalism faculty endorse the intent expressed above, we also tolerate (and actively encourage in many instances) personal web access during class time. Attention to and mastery of content discussed during class is your responsibility. We will alert you if there are specific times during a lecture, training session or class discussion when we intend to limit or prohibit webs access.

**Dishonesty and Misconduct Reporting Procedures**
MU faculty are required to report all instances of academic or classroom misconduct to the appropriate campus officials. Allegations of classroom misconduct will be forwarded immediately to MU's Vice Chancellor for Student Services. Allegations of academic misconduct will be forwarded immediately to MU's Office of the Provost. In cases of academic misconduct, the student will receive at least a zero for the assignment in question.

**Professional Standards and Ethics**
The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students should be familiar with the Code of Ethics of the Society of Professional Journalists and adhere to its restrictions. Students are expected to observe strict honesty in academic programs and as representatives of school-related media.

Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under University regulations.

**Audio and Video Recordings of Classes**
Students may make audio or video recordings of course activity for personal use and review unless specifically prohibited by the faculty member in charge of the class. However, to foster a safe learning environment in which various viewpoints are respected, the redistribution of audio or video recordings or transcripts thereof is prohibited without the written permission of the faculty member in charge of the class and the permission of all students who are recorded. (Collected Rules and Regulations, University of Missouri, Sect. 200.015, Academic Inquiry, Course Discussion and Privacy)

**University of Missouri Notice of Notifications**
The University of Missouri does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age, disability or status as a protected veteran.

Title IX:
Mizzou policies and federal law prohibit all forms of sex discrimination in education, including discrimination on the basis of sex, gender, gender identity, gender expression, sexual orientation, and pregnancy. Discrimination includes any form of unequal treatment such as denial of opportunities, harassment, and violence. Sex-based violence includes rape, sexual assault, unwanted touching, stalking, dating/interpersonal violence, and sexual exploitation.

Because we care about our community, Mizzou employees are required to report all incidents of sex discrimination to the Title IX Office. The Title IX Office connects students with resources and helps them decide whether they wish to file a complaint of discrimination. The Title IX Office also provides accommodations to students who need help with academics, housing or other issues. To learn more, contact title9@missouri.edu or (573) 882-3880, or go towww.title9.missouri.edu. Students may also contact the Relationship & Sexual Violence Prevention (RSVP) Center at rsvp@missouri.edu or (573) 882-6638, or go to www.rsvp.missouri.edu.

**Accommodations**
If you have special needs as addressed by the Americans with Disabilities Act and need assistance, please notify us immediately. The school will make reasonable efforts to accommodate your special needs. Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

**ADA Compliance**
If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify the Office of Disability Services, A038 Brady Commons, 882-4696, or the course instructor immediately. Reasonable efforts will be made to accommodate your special needs.

**Religious Holidays**
Students are automatically excused for recognized religious holidays. Let your instructor know in advance if you have a conflict.

**Intellectual Pluralism**
The University community welcomes intellectual diversity and respects student rights. Students who have questions concerning the quality of instruction in this class may address concerns to either the Departmental Chair or Divisional leader or Director of the Office of Students Rights and Responsibilities (http://osrr.missouri.edu/). All students will have the opportunity to submit an anonymous evaluation of the instructor(s) at the end of the course.

Both graduate and undergraduate students enrolled in this class are subject to plus/minus grading.
Your grade will reflect these percentages:

**Style Quizzes – 10%**
There will be a quiz over the syllabus and five style/grammar quizzes during the semester, administered through the university's Blackboard site. For the first four you will have 15 minutes to answer 10 questions. The last quiz will be 30 minutes long for 15 points. All the quizzes use the AP and Missourian stylebooks (open book.) If you have a problem accessing a style quiz or a computer issue, you must contact an instructor immediately or the quiz score will stand as given by Blackboard.

**Newsroom Shifts – 10%**
Newsroom shifts are graded based on the quality of your finished story files, self-evaluations in finished story files and feedback from newsroom editors. You are responsible for creating your folders and writing a summary of your newsroom shift in the classes folder. Be sure to include a link and/or copies of final articles/scripts/slideshows/mp3's or movies in your folder as well. Folder structure:

Classes>4804>Finished Stories

Regardless of which three newsrooms a student chooses to work in, every student will attend two Missourian budget meetings during the course of the semester and will write a 250 word account of the meeting. What were the key points discussed? Where was the focus? (A news story from the previous day or how to approach the current day's news) How might a multimedia student's work fit in to the newsroom experience? These reports should be filed to the classes server along with your other newsroom reports.

**Convergence Team Story Assignments – 65%**
Story grades are based on several factors, including but not limited to the following criteria:

- Deadline performance
- Professionalism (e.g. problem-solving, teamwork and attitude)
- Journalism quality – Reporting, writing, storytelling, accuracy
- Innovation

- Technical quality – Audio quality, video quality, use of tripod, etc.
- AP Style for written work and photo captions

Students face grade penalties on individual team stories for inaccuracies, missed deadlines and/or having to be given a story idea by a faculty member those penalties will be levied as follows:

- **Story ideas (1 letter grade/10 points):** If a faculty member has to give your team a story idea because you haven't developed a viable one yourselves, you are subject to a 10-point deduction on your team story grade.
- **Fact errors (2 letter grades/20 points):** As journalists, we have nothing if we don't have credibility. Reporting fact is at the foundation of the contract we have with our readers, viewers and site visitors. When we make fact errors, we chip away at that mutual trust. Fact errors could result in a 20-point deduction on your team story grade.
- **Missed deadlines (2 letter grades/20 points):** We live in a world of deadlines. Our broadcasts go on the air at a set time. Our papers and magazines have press runs that must start at a certain time to ensure delivery. Our web audiences are always looking for the most up-to-date news and information. Deadlines in this class are not fluid, and missing them is not an option. Failure to meet the 6 p.m. deadline on team stories will result in a 20-point deduction.

**Peer Evaluations – 5%**
Much of the work in convergence journalism courses is team-based. One complaint about teams is that some people will take advantage of stronger teammates and allow themselves to "coast" without putting forth their own best effort. To create more effective teams you will grade and be graded by your classmates on each of your team stories. The evaluation form is posted on Blackboard (in Assignments) that you'll be expected to fill out and submit after each team story. Deadline for the evaluation is 8am Friday. Failure to complete the form will result in a 0 (zero) for you and full credit for your teammates.

**Class participation and Attendance – 10%**
Class participation and attendance are vital and can rarely be made up. Classes are designed to supplement your hands-on learning, introduce new ideas and bring up big picture topics that may or may not be relevant to your reporting during any one week. If you need help with operating cameras, software or advice on stories, faculty and staff are happy to provide additional instruction in the Futures Lab.

We will take attendance at every class. You may miss **four** classes (three in the summer sessions) for any reason without penalty. We will not judge absences as excused or unexcused. Please check with a classmate to find out what happened in class when you were gone. If you still have questions about the material, check in with an instructor.

After four (three) absences, each additional absence will result in a lower letter grade for attendance. If you have a chronic issue or illness that causes you to miss class for more than a week, please see an instructor.

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There will not be a mid-term or final in this class.
Undergrads are assigned grades on the plus/minus scale. Grad students are assigned plus/minus grades through C-. No D grade may be awarded a graduate student, and a grade of F means the work has not satisfied the minimum requirements of the course.

Deadlines are listed in the syllabus, though they may be altered occasionally after consultation between convergence faculty and editors at the Missourian, KBIA and KOMU.

If we discover after publication/broadcast that you were responsible for a significant fact error in a story, your grade for that story will be dropped by one letter. Plagiarizing any portion of a story will result in a failing grade for the course.

Please feel free to meet with us at any time to discuss grades or any other issue. Part of professionalism is seeking advice when needed to handle special concerns or problems or to propose new ideas or innovations.
Stories turned in after the 6pm deadline will be docked at least one letter grade. Failure to complete an assignment or your part of an assignment may lead to a failing grade ***in the course***.

**Extra credit opportunities:**
**Blogging:** If you create a blog and add at least one post per week to the blog during the semester, you can increase your final grade by 5 points. (For example, a B plus, becomes an A minus.) Where you see assignments due each week, there is a reminder to blog. We will discuss options for your blog in class. You will also be told how many posts are required during your team to earn the extra credit. It will vary from semester to semester depending on lecture schedules and the length of the term.

**Math Test:** Journalists joke about not being good at math… but math is important! There is a math quiz available in Blackboard that will open following our "math lecture." If you successfully complete the search with a grade of 75% or higher, you'll get 5 points added to your end of semester Style Quiz grade.

**Graduate Student Assignment**

Graduate students will complete an additional assignment that combines the creation of a portfolio site and offers high-level analysis of developments in the world of online journalism. Click *here* for the full details of the graduate assignment, due dates and instructions for submission.

Completion of this assignment is required for graduate students to pass this course.

**Writing Intensive Requirements**

All MU undergraduate students are required to complete an upper-division writing intensive course in their major. Journalism 4804 satisfies that requirement for Convergence Journalism majors. All WI courses use writing as a tool for thinking and learning; all require revision as a way of improving critical thinking. Here's how we'll carry out those goals.

- News feature reporting projects/team stories: On weeks when you are working on a team story, you will write scripts, text stories, photo captions, information graphics, etc. These news stories will take on extensive revisions as you work with student project managers and faculty editors leading up to deadline. Team stories will be followed by a one-page written evaluation of your teammates' performance on your project.
- Written bi-weekly newsrooms update: Each week you work in a newsroom, you will submit brief written report describing the story you covered, multimedia content you produced and any issues may have arisen on your shift. We may occasionally refer to these updates in class discussion.
- In-class presentation: There is one informal in-class presentation in which you and a partner(s) will demonstrate a new tech tool and evaluate it's potential uses for journalists.
- Blogging: We expect you to write/produce content regularly for your own blog. If you already have one, just send the faculty the link. If you need to create one, there are a variety of tools. Blogger.com, Weebly.com and WordPress.com are good options. You may also send me your Twitter address if you'd like me to follow your tweets. (Optional)

Work for all students will be graded on the following plus/minus A-F scale. Your grade will be counted as the majority of the attendance portion of your grade in this class. You may not receive a passing grade for this class without completing this assignment.

A+ 97-100
A 94-96
A- 90-93
B+ 87-89
B 84-86
B- 80-83
C+ 77-79
C 74-76
C- 70-73
F 69 or lower

# CLASS SCHEDULE (SUBJECT TO CHANGE)

## Week 1

**Monday, August 24**

**Topic/Subject:** Introductions. Syllabus review. Getting Started. Multimedia technique refresher.
**Lecturer:** Amy Simons

Meet your faculty and find out what you'll be doing in the Convergence Reporting course.
Come ready to work!

**QUIZ:** Syllabus quiz will be open on Blackboard from 9 a.m. today until 8 a.m. Monday, August 31.

**VIDEO TRAINING:** You must sign up for and attend video training so that you are familiar with how to use Adobe Premiere Pro. Click here to find details on where and when sessions will be held and how to sign up. It is imperative that you sign up, as space is limited in each session.

**Out-of-Class Readings**
Laura Davison: Twelve ways to get through Convergence Reporting (and like it)

**Resources**
How to connect to the Classes Server
Newsroom shifts
Lab procedures/policies

**Tuesday, August 25**

**Convergence Media Credentials:** Come by the Futures Lab between 10:30 a.m. – 5 p.m. to have your photo taken for a media credential.

**Wednesday, August 26**
**Topic/Subject:** Using a Zoom, editing with Adobe Audition & KBIA scripting
**Lecturer: Judd Slivka**

In the Futures Lab and at KBIA you'll be using Adobe Audition instead of Audacity. We'll go over some of the differences between the two programs as well as review some of the basic techniques of effective audio reporting using NPR style.

**Out-of-Class Readings**
10 Commandments of Getting Good Natural Sound

**Resources**
Assembling a Basic Audio Story in Adobe Audition
Complete Marantz Manual
Template for 4804 KBIA/KOMU stories — FOR USE ON TEAM STORIES/IN THE FUTURES LAB
Instructions for working at KBIA
KBIA Guide to Scripting (pdf) — FOR USE AT KBIA
Abbreviated KBIA guide to a wrap or package (pdf) — FOR USE AT KBIA
Setting up and using a wireless microphone
KBIA Beat Sheet

**KBIA Work Examples**
Jessica Naudziunas – Peanut Butter Prices Rising
Kyle Stokes – Big Storm
Kyle Stokes – "C" is for Cuts
Jessica Naudziunas – Cattle Rustling
Jacob Fenston – Six Months After the Storm
KGOU Budget Storm on the Horizon

**CAMP CONVERGENCE ASSIGNMENT:** Audio and still photography

**Friday, August 28**
**Topic/Subject:** Shooting video with a DSLR
**Lecturer:** Mark Hinojosa
You will be using the Nikon D7000 DSLR to shoot still photos and video in your convergence courses. Today you will learn how to set up the DLSR, Beachtek pre-amp and tripod.

****WE WILL BE MEETING IN TUCKER FORUM… bring an SD card an 9-volt battery with you****

**Guest: Writing Intensive Tutor Joy Han will make a quick presentation to talk about the resources available to you through the Writing Center.

**Out-of-Class Readings**
**Creating a Library in FCPX** (This is needed for saving video files on the ISIS server)

**Resources**
Link to download the Nikon D7000 user manual (PDF)
Help file: Setting up the D7000 for shooting video
Help file: Exporting and compressing your Final Cut Pro X video projects

Video: Importing your video into FCPX
Video: How to export your FCPX video projects

Lab procedures/policies

**Camp Convergence Assignment:** Video Assignment

## Week 2

**Special note: KBIA is holding on-site orientation at **9:30a and 1:30p on Wednesday and Thursday**. Everyone scheduled to work at KBIA during the semester is required to attend one session. Another session will be held in October.**

**Monday, August 31**

**Topic/Subject:**How to write and turn in your story pitches
**Lecturer:**Amy Simons

As a convergence reporter, you'll be doing six team stories this semester. Each team will be expected to turn in a minimum of three pitches per story assignment. During this class we'll talk about what makes a successful story pitch, how to develop your pitch and how to present it to faculty.

**Out-of-Class Readings**
Multimedia lesson #1: Forget what you know about "stories"
Lee Walburn: Editors at Work: Finding Good Story Ideas
Kenna Griffin: Twelve Tips For Finding Story Ideas
Six questions journalists should be able to answer before pitching a story
6 Ways Journalists Can Use Press Releases Effectively
Watch: Excerpts from ABC's "Shark Tank"

**Resources**
Story pitch form
Checklist for completing team stories
Finding good story ideas
Stories we don't want to see again (PDF)
Examples of successful story pitches (PDF)
How to get an A on my next team story
KOMU/KBIA Script template (Word Doc)

- Three team story ideas are sent to faculty editors and project managers by Tuesday night at 6 p.m. Send email to MUJourConvergenceProjectManagers@missouri.edu
- The subject line of the email should be: **4804 story pitches, Team Name/Number**
- Fridays we meet at 8 a.m. in the Futures Lab to discuss your best ideas.
- Your team stories are due the following Thursday at 6 p.m. with all components of your story saved to the !FinishedStories section of the Classes Server in the folder for each person in the group. (Each student's folder must contain every element of your story, text, photos, video, captions, mp3's, PDF's, etc.)

**STYLE QUIZ 1:** Available on Blackboard from 9am Monday until 6pm Wednesday
AP/Missourian stylebook

**Wednesday, September 2**
**Topic/Subject:** Newsroom orientation: KOMU & Newsy
**Lecturer:**Amy Simons
**In class guests:** Lauren Slome, Annie Hammock, Nathan Byrne

Newsroom shifts will begin in two weeks. Today we'll go over what you'll be doing during your KOMU and Newsy shifts and what you need to know to be successful in those newsrooms.

**Out-of-Class Readings**
Multi-source journalism and the rise of video: An inside look at Newsy

**Resources**
Matheny Map
KOMU Shift Checklist/Workflow (pdf)
Going solo at KOMU (pdf)
Newsroom dress codes

**Thursday, September 3**

Audio slideshows due on the Classes Server by 6 p.m.

**Friday, September 4**

TBA

## Week 3

**Monday, September 7**

Labor Day — No class, no newsroom shifts

**Wednesday, September 9**
**Topic/Subject:** Newsroom orientation: KBIA/Columbia Missourian
**Lecturer:** Judd Slivka
**Guests: Ryan Famuliner, Sara Shahriari, Madi Alexander, Katy Mersmann**
Today we'll be going over what you'll be doing during your KBIA & Missourian shifts and what you'll need to know to be successful in that newsroom

**Out-of-Class Readings**
TBA

**Resources**
TBA

**Thursday, September 10**
Video assignments due on the Classes Server at 6 p.m.

**Friday, September 11**
Buzz weekly pitch meeting with faculty and project managers in the Futures Lab

## Week 4

**Newsroom shifts start this week. All shift summaries must be filed to the Classes Server by 6 p.m. on Saturdays from this point on.

**Monday, September 14**
**Topic/Subject:** What does "A" work look like?
**Lecturer:** Judd Slivka

Your team stories will make comprise more than half of your semester grade. Undoubtedly, you want to do well. What does 'A' work look like? How can do you 'A' work? We'll go over examples, talk about how to manage your time, etc.

**Out-of-Class Readings**
eRes: Aim For the Heart, Chapter 3 (Tompkins)
Team Story: "5 sex offenders live illegally close to schools"
Team Story: "Business failures bring renewed lessons, drive"
Team Story: "Adventure Racing: Missouri has niche for fast growing sport
Team Story: "Family and friends mourn the death of Michael Tufts

**Resources**
How to get an A on my next team story
Bob Dotson's Reporter's Checklist

**Wednesday, September 16**
**Topic/Subject:** Revisiting VINCE
**Lecturer:** Judd Slivka

The best stories are visual, interesting, new, present conflict and are enterprising. How can you bring those elements into your reporting?

**Out-Of-Class Readings**
eRes: Aim for the Heart, Chapter 3: Find Memorable Characters (Tompkins)
**Resources**
Dotson checklist

**Thursday, September 17**

Buzz team stories due to 6 p.m.

**Friday, September 18**
Story pitches for Woody teams. Meet in RJI Futures Lab.

Graduate students: Installment 1 of your graduate project is due today at 6 p.m.

## Week 5

**Monday, September 21**
**Topic/Subject:** In-Class critique
**Lecturer:** Amy Simons

With the first deadline day passed, we'll sample the team stories turned in last week. Be prepared to offer feedback — positive and constructive — on your classmates' work.

**STYLE QUIZ 2:** Available on Blackboard from 9am Monday until 6pm Wednesday

**Story ideas due to faculty and project managers at 6 p.m. Tuesday.**

**Wednesday, September 23**
**Topic/Subject:** Story Construction
**Lecturer:** Judd Slivka

The key to getting a successful story out the door often has less to do with reporting than it does with how a story is structured. How can you structure your facts to create a compelling story that makes sense?

**Out-Of-Class Readings**
Structuring stories for meaning

**Resources**
6-box simple storyboarding template
Shot-list style storyboarding worksheet

**Thursday, September 24**

Woody team stories due at 6 p.m.

**Friday, September 25**
Story pitches for Buzz teams in the RJI Futures Lab

## Week 6

**Monday, September 28**
**Topic/Subject:** What don't you know?
**Lecturer:** Amy Simons

That's a loaded question, right? Want to know what we're doing in class today? Well, we're not going to tell you! Trust us, there's a lesson built in here.

**READINGS**

Listen: The three hardest words in the English language: A new Freakonomics Radio Podcast

**STYLE QUIZ 3:** Available on Blackboard from 9am Monday until 6pm Wednesday

**Story ideas due via email by 6 p.m. Tuesday.**

**Wednesday, September 30**
**Topic/Subject:** Interviewing
**Lecturer:** Amy Simons

Have you ever found yourself interviewing someone and you're just not able to get them to open up? Or maybe they're saying a lot, but none of it's helpful? Learn new techniques for taking control of your interviews and walking away with stellar material.

**Out-of-Class Readings**
eRes: Aim For the Heart, Chapter 6: "The Art of the Interview" (Tompkins)
Bryan Curtis, Grantland: "The worst question in sports: What we say when we say 'Talk About'"
Interviewing techniques
The Art of the Interview, ESPN-style
Tips for interviewing people with disabilities

**Thursday, October 1**

Buzz team stories due at 6 p.m.

**Friday, October 2**
Story pitches for Woody teams in the RJI Futures Lab

## Week 7

**Monday, October 5**
**Topic/Subject:** Writing for the Ear
**Lecturer:** Amy Simons

Broadcast-style writing requires a different approach than the writing you've done all your life. You're writing to be heard, instead of to be read. During this class session, you'll learn techniques on how to write conversationally while effectively writing to visuals and natural sound.

**Out-of-Class Readings**
eRes: Aim for the Heart: Chapter 4, "Writing Compelling Leads" (Tompkins)
Lifehacker: I'm Ira Glass, Host of This American Life, and this is how I Work
**Resources**
Let's Write Right — A guide to tightening up broadcast writing *(PDF)*

**Story pitches due by 6 p.m. Tuesday.**

**Wednesday, October 7**
**Topic/Subject:** Intermediate Blogging
**Lecturer:** Amy Simons

You have done some basic blogging in J2150 and J7802. Now you have the opportunity to blog for extra credit, this time on the topic of your choice. We'll talk about how to choose a topic that's meaningful to you — and turn it into a sustainable blog that you can be proud of for a long time to come.

**Out-of-Class Readings**
Al Tompkins: Blog Ethics *(PDF)*
The best ways to be sure you're legally using online photos
Why Journalists Must Blog & How
How To Create Your Own Blog
How To Build An Audience
Giving Your Blog A Visual Edge
Adam Westbrook: Five Mistakes I Wish I Hadn't Made
Interact With Your Niche To Find New Readers

**Resources**
A Guide to Happy (and Legal) Tumblr-ing
20 Great Blogs By Journalists
What is Creative Commons (Video)
Creative Commons FAQ
Flickr: Creative Commons

*Extra credit:* Earn an additional half a letter grade on your final semester grade by blogging once weekly until the end of the semester. Must have 9 posts to earn the extra credit. Posts must be live on your sites by 6 p.m. on Saturdays to earn the credit for that week.

**Thursday, October 8**

Woody team stories due at 6 p.m.

**Friday, October 9**
Story pitches for Buzz teams in the RJI Futures Lab

## Week 8

**Special note: KBIA is holding on-site orientation at **9:30a and 1:30p on Wednesday and Thursday**. Everyone scheduled to work at KBIA during the semester is required to attend one session**

**Monday, October 12**
**Topic/Subject:** Writing strong intros & nut grafs
**Lecturer:** Judd Slivka

**STYLE QUIZ 4:** Available on Blackboard from 9am Monday until 6pm Wednesday

Intros and nut grafs are key to driving home your story's impact with readers/viewers. What goes into crafting an effective nut graf — and how can you be sure you're doing it in each and every story you write?

**Out-of-Class Readings**
The Nut Graf, Part I
Nut Grafs, the Lynchpins of Clear Writing
The Art of the Nut Graf: Don't Just Get New Visitors, Keep Them
Strong From the Start: Leads & Nut Grafs

**Story ideas due via email by 6 p.m. Tuesday.**

**Wednesday, October 14**
**Topics/Subjects:** Math for Journalists
**Lecturer: Amy Simons**

*An extra credit math quiz is available in Blackboard. You need to get 15 of the 20 questions correct to earn an additional 5% to your quiz score. The quiz will remain open to you until 6 p.m. on October 28.*

**Thursday, October 15**

Buzz team stories due at 6 p.m.

**Friday, October 16**
Story pitches for Woody teams in the RJI Futures Lab

*Graduate students: Installment 2 of your graduate project is due today at 6 p.m.*

## Week9

**Monday, March 16**
**Topic Subject:** Photo Refresher
**Lecturer:** Mark Hinojosa

Are you manipulating the camera or is the camera manipulating you? Time to review and freshen up those DSLR skills!

**Out-of-Class Readings**
High ISO shooting tips
Nikon: Understanding ISO sensitivity
Mostly understandable explanation of exposure (aperture, shutter speed, ISO)
Nikon: Composition Guidelines
Five Basic Rules of Shot Composition
Photography Quick Course Guide (PDF file)
Lions and Eagles and Snow, Oh My!

**Resources**
Basic Nikon D7000 camera settings
Each photo must have a caption – Caption help file
Examples of good detail photos
SLR Camera Simulator
Text should always conform to proper style – The five-minute stylebook
Photoshop tutorial (from the Knight Digital Media Center)
Link to Download the Nikon D7000 user manual (PDF download)

**Story pitches due via email at 6 p.m. Tuesday.**

**Wednesday, October 21**
**Topic/Subject:** Information Graphics
**Lecturer:** Reuben Stern

Basic introduction to an alternative visual storytelling technique. Please be sure to bring paper and a pen/pencil to class today.

**Resources**

Graphic resources (compiled by Reuben Stern) (PDF)
100 Incredible Infographic Tools & Resources
Creating Embeddable Google Maps (PDF)

**Thursday, October 22**
Woody stories due at 6 p.m.

**Friday, October 23**
Story pitches for Buzz teams in the RJI Futures Lab

## Week 10

**Monday, October 26**
**Topic/Subject: Missouri Honor Medals**
**Lecturer: Meredith Artley, VP Digital, CNN**

Meredith Artley, CNN's vice-president of digital, is on campus accepting a Missouri Honor Medal. She'll be speaking to our class at 8 a.m and then giving her master class at 9 a.m. You are expected to attend from 8-8:50 and are welcome to stay for the master class at 9.

***WE WILL BE MEETING IN SMITH FORUM (200 RJI) TODAY***

**Story pitches due via email at 6 p.m. Tuesday.**

**Wednesday, October 28**
**Topic/Subject:** The View From The Other Side of the Desk
**Lecturer:** Amy Simons

Public information officers can help you make your story — they also have the power to break it. Columbia Public Schools Public Relations Director Michelle Baumstark joins us for a frank conversation on what you can do to work together toward a common goal.

**Thursday, October 29**

Buzz stories due at 6 p.m.

**Friday, October 30**
Story pitches for Woody teams in the RJI Futures Lab

## Week 11

**Monday, November 2**

**Topic/Subject:** Ethics & Social Media
**Lecturer:** Amy Simons

We use social media in various ways — as journalists and as individuals. But, what happens when those worlds collide?

**Out-of-Class Readings**
Alica Stice: Remember that time Derrick Washington got mad at me on Twitter?
Joy Mayer: Journalistic transparency in a red-state-blue-state world
Why Profile Photos Matter: Is Your's Appropriate?
Five ways to avoid sabotaging your online brand
Poynter: Ten ways journalists can use Twitter before, during and after reporting a story
Vadim Lavrusik: How journalists can use Facebook Graph Search for Reporting

**Resources**
RTDNA Social Media guidelines
ASNE social media best practices
AP Social Media Guidelines for Employees (pdf)
Ten LinkedIn Tips for Journalists
Twitter: Tweet Your Beat: Tips for Sports Journalists
Facebook: Best Practices for Journalists on Facebook

**Story pitches due via email at 6 p.m. Tuesday.**

**Wednesday, November 4**
**Topic/Subject:** Where is the line?
**Lecturer:** Judd Slivka

Is a source giving you the cold shoulder? Is a spokesperson preventing you from accessing the "real person?" Has someone told you that you can't shoot photos of their children while you're standing on a

public street? When should get aggressive and when should you back off? We'll talk about where the line is — and when you should (and shouldn't) cross it.

**Thursday, November 5**
Woody team stories due at 6 p.m.

**We know and understand that there is a home Mizzou football game on this date.

**Friday, November 6**
Story pitches for Buzz teams in the RJI Futures Lab

## Week 12

**Monday, November 9**

**Topic/Subject:** Introduction to Investigative and Data Reporting
**Lecturer:** Mark Horvit

Mark Horvit, executive director of Investigative Editors and Reporters joins us to show you techniques for incorporating data in your journalism.

**Out-of-Class Readings**

**Resources**

**Story pitches due to faculty and project managers via email Tuesday at 6 p.m.**

**Wednesday, November 11**

**Topic/Subject:** Interviewing the Data
**Lecturer:** Judd Slivka

Now that you've got a data set, what should you do with it? Get a sense of what types of patterns to look for and how to find a needle in that haystack.

**Readings**

**Resources**
Data Portal: A collection of publicly available databases

**Thursday, November 12**
Deadline Buzz teams at 6 p.m.

**Friday, November 13**
Story pitches for Woody teams in the RJI Futures Lab

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## Week 13

**Monday, November 16**
**Topic/Subject:** Show and Tell: Deconstructing a multimedia story
**Lecturer(s):** Amy Simons, Judd Slivka, Mark Hinojosa

You've critiqued your work and the work of your classmates. Now we want you to deconstruct the work of a professionally produced multimedia project. Our class will break up into three groups today — one with each faculty member. You'll each be expected to present a piece of online journalism, and explain what you think either makes it a strong or weak example.

Click here for the full assignment.

Amy (meeting in 2-10 Agriculture):
Judd (meeting in Microsoft Application Development Lab):
Mark (meeting in 35 Walter Williams):

**Team story ideas due via email at 6 p.m. Tuesday**

**Wednesday, November 18**
**Topic/Subject:** Photo Editing
**Lecturer(s):** Mark Hinojosa

You have hundreds of photos in front of you… What makes the successful ones successful? When can cropping and toning bring back a "bad" photo? How do you choose the right ones to build a photogallery that tells *a story*?

**Readings**

**Resources**

**Thursday, November 19**
Buzz team stories due at 6 p.m.

**Friday, November 20**
Story pitches for Woody teams in the RJI Futures Lab
*Graduate students: Installment 3 of your graduate project is due today at 6 p.m.*

## Week 14

**Thanksgiving Break:** No classes, no newsroom shifts.

If you're blogging for extra credit, you must still blog one weekend of the break in order to have enough posts to earn the extra credit.

## Week 15

**Monday, November 30**
**Topic/Subject:** Using "Shiny Things"
**Lecturer:** Judd Slivka

ThingLink, Atavist and a few other tools have become quite popular among Convergence Reporting students. During today's class period, we'll look at some effective uses of these tools (and some that might not have been as successful).

**Out-of-Class Readings**
None

**Resources**
None

**STYLE QUIZ 5/FINAL:** Available on Blackboard from 9am Monday until 6pm Wednesday

**Story ideas due via email at 6 p.m. Tuesday**

**Wednesday, December 2**
**Topic/Subject:** Journalism and Trauma
**Lecturer:** Judd Slivka

This profession will take you to places beyond your imagination. As journalists, we see and hear a lot of traumatic things. We interview people going through traumatic experiences. How can we do our jobs in a way that honors their experiences without compromising our objectivity? And, when the job's done, how do we process what we've seen and heard?

**Readings**

A mental-health epidemic in the newsroom
How newsrooms are changing — and putting employee happiness first
Mac McClelland says journalists need to talk about trauma
It's not just war reporters — how viewing graphic content secondhand can lead to mental health issues in journalists

**Resources**

**Thursday, December 3**
Final Buzz team stories due at 6 p.m.

**Friday, December 4**
Story pitches for Ike teams in the RJI Futures Lab

## Week 16

**Monday, December 7**
**Topic/Subject:** Course wrap-up and evaluations
**Lecturer:** Amy Simons

**Wednesday, December 9**
**Topic/Subject:** Wild Card!!!
**Lecturer:** TBA

**Thursday, December 10**
Final deadline day for Woody teams. Stories due at 6 p.m.
*Graduate students: Installment 4 of your graduate project is due today at 11:59 p.m.*

**Friday, December 11** Reading Day. No classes. Grading begins at 9am

**WEEK 17 – Finals week; no classes, no shifts.**